Amendment to the Claims

1. (Currently amended) An isolated nucleic acid molecule comprising a promoter ~~that consists of a portion of the nucleotide sequence presented as SEQ ID NO:42, that when~~ operably linked to a heterologous protein-encoding polynucleotide sequence, wherein the promoter consists of a portion of the nucleotide sequence presented as SEQ ID NO:42 and directs fruit-associated expression of the protein in a plant cell.

2-4. (Canceled)

5. (Previously amended) The isolated nucleic acid molecule of claim 1, wherein the portion of the nucleotide sequence is nucleotides 156-1708 of SEQ ID NO:42.

6. (Canceled)

7. (Previously amended) A plant expression vector comprising the nucleic acid molecule of claim 1.

8. (Canceled)

9. (Currently amended) The plant expression vector of claim 7~~8~~, wherein the polynucleotide sequence is operably linked to a control sequence, in addition to the promoter, that is recognized by a host cell transformed with the vector.

10. (Previously amended) The plant expression vector of claim 9, wherein the polynucleotide sequence encodes *S*-adenosylmethionine hydrolase (SAMase).

11. (Previously amended) A plant cell comprising the plant expression vector of claim 7.

12. (Original) A mature plant comprising the plant cell of claim 11.

13 and 14. (Canceled)

15. (Currently amended) A method of expressing a heterologous protein-encoding polynucleotide sequence in fruit of a transgenic plant, comprising:

(a) transforming plant cells with a plant expression vector according to claim 7~~8~~;

(b) culturing said plant cells in a culturing medium containing a selection agent to select for transformed plant cells; and

(c) growing said transformed plant cells to produce a transgenic fruit-bearing plant,

wherein the heterologous protein-encoding polynucleotide sequence is expressed in fruit of said transgenic fruit-bearing plant.

16-18 (Canceled)

19. (Previously amended) The method according to claim 15, wherein said heterologous protein-encoding polynucleotide sequence encodes *S*-adenosylmethionine hydrolase (SAMase) and wherein said transgenic fruit-bearing plant produces mature fruit that exhibit a decrease in ethylene production relative to a non-transgenic plant.

20. (Previously added) A plant cell comprising the plant expression vector of claim 10.

21. (New) The mature plant of claim12 that is fruit-bearing.

22. (New) The mature plant of claim 21, wherein the fruit is not melon.

23. (New) The mature plant of claim 22, wherein the fruit is selected from the group consisting of apple, pear, and tomato.